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We claim:

1. A packaged supply of individual doses of a personal care product comprised of the combination of:
  - a) a tray;
  - b) a plurality of substantially identical packets uniformly stacked in said tray, each packet having a pouch portion that holds a single dose of the personal care product and a tab portion releasably connected to said pouch portion, the pouch portion having a front edge remote from the tab portion;
  - c) retention means for holding the tab portions of the stacked packets in the tray; and
  - d) a cover that is movably connected to the tray, said cover being movable between a closed position in which the stack of packets is enclosed within the tray and an open position in which the pouch portion of the topmost packet on the stack is sufficiently exposed that its front edge can be gripped, allowing the pouch portion to be pulled away from the tab portion to which it is connected, thereby releasing that pouch portion from the tray.
2. The packaged supply of Claim 1, wherein each packet is comprised of two flexible sheets that are partially laminated together so as to define a closed pocket between the sheets, in which pocket the dose is held.
3. The packaged supply of Claim 1, wherein each packet's pouch portion and tab portion meet at a boundary zone along which the two portions can

be torn apart by pulling on the pouch portion, thereby releasing the pouch portion from the tray.

4. The packaged supply of Claim 3, wherein each packet's boundary zone has at least one tear-facilitating means that tends to confine the tear line to that zone when the pouch portion is torn away from the tab portion.

5. The packaged supply of Claim 4, wherein a minor portion of each pocket extends into the packet's boundary zone, so that when the pouch portion is torn away from the tab portion along the boundary zone, the pocket is automatically opened along the tear line.

6. The packaged supply of Claim 5, wherein the tear-facilitating means is selected from the group consisting of a score line, a perforated line, and a tear-directing notch in an edge of the packet, at an end of the boundary zone.

7. The packaged supply of Claim 2, wherein each sheet is comprised of material that more easily tears in the direction of the boundary zone than in directions perpendicular thereto and comprises material selected from the group consisting of oriented film and striated film.

8. The packaged supply of Claim 6, wherein the front edge of each pouch portion has tear-facilitating means ("second tear-facilitating means") enabling the pouch portion to be manually torn into two segments along a second tear line that extends from the pouch's front edge to the tear line created when the pouch was pulled away from the tab portion, and further wherein each pocket

straddles the second tear line, so that when the released pouch portion is torn in two along that line, the pocket is further opened, facilitating the removal therefrom of the dose.

9. The packaged supply of Claim 8, wherein the second tear-facilitating means comprises a tear-directing notch in the front edge of the pouch.

10. The packaged supply of Claim 1, wherein each packet is generally rectangular in shape.

11. The packaged supply of Claim 1, wherein the personal care product that is held in the pouch portion comprises a water-soluble film that contains a pharmaceutically active substance.

12. The packaged supply of Claim 6, wherein each packet has a tear-directing notch at each end of the boundary zone.

13. The packaged supply of Claim 1, wherein the tray has two ends and the combination further comprises a fixed cover that covers one tray end and has a free edge that is intermediate the two ends of the tray, wherein the tab portions of the stacked packets and the tab portion retention means both lie underneath said fixed cover, wherein the movable cover is hingedly connected to the tray so that, when it is in its closed position, an edge of the movable cover rests against the free edge of the fixed cover, and wherein the combination further includes latch means for releasably holding the movable cover in the closed position.

14. The packaged supply of Claim 13, wherein the latch means can be released by pressing down on a portion of the fixed over, which causes the movable cover to pop open.

15. The packaged supply of Claim 14, wherein the latch means comprises an interference fit between the movable cover and the fixed cover which is engaged by pressing the movable cover into its closed position.

16. The packaged supply of Claim 15, further comprising an elongate, downward-protruding crest member on the underside of the fixed cover, located above and substantially parallel to the boundary zone of the topmost packet on the stack, and wherein the fixed cover is sufficiently flexible that by thumb pressure on the top thereof the crest member can be pressed against the stack of packets, at the boundary zone, thereby helping to deter the tear line from straying into the tab portion of a packet when the pouch portion is being torn away from that tab portion.

17. The packaged supply of Claim 3, wherein the retention means comprises at least one means selected from the group consisting of (a) a combination of two posts in the tray and corresponding holes in each tab portion, with the tab portion being mounted on the posts, (b) glue, (c) adhesive tape, and (d) a combination of a depressible fixed cover over the tray end where the tabs are located and an elongate, downward-protruding crest member on the underside of the cover, located above and substantially parallel to the boundary zone of the topmost

packet, the cover being sufficiently flexible that by thumb pressure on the top thereof, the crest member can be pressed against the stack of packets, at the boundary zone, and held there while the pouch portion is torn away.

18. The packaged supply of Claim 1, wherein the retention means comprise two posts, each packet's tab portion has two holes therein that fit over the posts, and all of the packets are mounted on the two posts.

19. The packaged supply of Claim 1, wherein the top surface of the pouch portion of each packet is imprinted with the name of the personal care product and wherein the movable cover is transparent, allowing the name of the personal care product to be read off the pouch portion of the topmost packet when the movable cover is in either the closed or the open position.

20. The packaged supply of Claim 13, wherein the latch means has to be pressed to release it, and wherein the combination further includes second latch means that has to be simultaneously pressed, in order to open the movable cover.